


# United Way of Lee, Hendry, Glades, and Okeechobee 2020-2021 Performance Indicators Executive Summary



# Pandemic Response 2020 Overview

**OVER 1,050,000** PPE items distributed, including: face shields, sewn masks, disposable masks, and hand sanitizer.  
**1,202** Volunteers  
Volunteer Value: **\$280,620**

**UW 211 Calls**  
67% increase in incoming calls  
**Total Call Volume:**  
(2020)  
**80,545**  
United Way  
2-1-1  
of Lee, Hendry, & Glades

  
Community Partnership focusing on the mental and emotional effects of COVID-19

**Distributed COVID-19 Dollars**  
FEMA CARES Funding **\$326,867**  
SWFL Emergency Relief Fund **\$274,000**  
Partnership with SWFL Community Foundation

**Food Repacking Event**  
**5** days, **449** Volunteers  
**289** Pallets, **90,168** boxes  
**1,662** Volunteer Hours  
Volunteer Value: \$45,200  
Food Value: \$512,070

**CARES Childcare Scholarships**  
Partnership with Lee County Government  
**107** Approved Providers  
Scholarships:  
**1,478** Applications Reviewed  
**1,125** Approved  
**\$1,976,338** Awarded  


## 2020-2021 Campaign

**Campaign Chairs:  
Karen Ryan and  
Bob Beville**

**Goal  
\$10,800,000**



## 2020-2021 Campaign

**Exceeded Campaign Goal**  
**Raised: \$10,800,072**  
**28th consecutive year that**  
**our United Way has met or**  
**exceeded the campaign goal.**



**RISE**  
TO THE  
**CHALLENGE**

## 2020-2021 Campaign



**Alexis de Tocqueville Society**

**Raised: \$4,702,204**

**17% Increase**

**27 New Members, 212 Total Members**

**71 Increased Gifts \$484,261**

**44% of Overall Campaign**

## **2020-2021 Campaign**

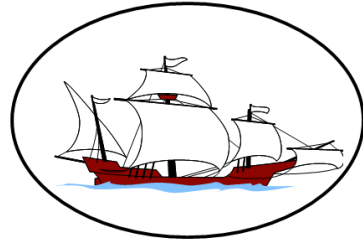
**Keel Club – 1,373 Members**

**Raised: \$2,177,390**

**Total Leadership Giving:**

**\$6,879,594**

**64% of the Campaign**



## **2020-2021 Campaign**

**Board of Directors Support**

**28 Total Tocqueville Members**

**1 New Tocqueville Member**

**1 New Admiral Member**

**34 Keel Club Members**

**Over \$1.2 Million in Personal Giving**

# **2020-2021 Campaign**

**Communities**

**Raised \$4,331,907**

**8% Increase**

**562 New Donors, 479 Increased Donors**

**Bonita Bay Third Year to Raise \$1M+**

**Sanibel-Captiva First Year to Raise \$600K+**

**40% of the Overall Campaign**



## **2020-2021 Campaign**

# **Pacesetters**

**172 Pacesetter Companies**

**21 New Pacesetters**

**\$5,850,000 reported at Kick-Off**

**54% of goal**

## 2020-2021 Campaign

# Circle of Excellence Members

### ***One Million+***

Publix

Bonita Bay Community

### ***Five Hundred Thousand+***

Bonita Bay Group

Islands of Sanibel & Captiva

# 2020-2021 Campaign

## Circle of Excellence Members

### ***Two Hundred Thousand+***

Fiddlesticks

LCEC

Pelican Landing

The Brooks

FineMark National Bank & Trust

### ***One Hundred Thousand+***

Grandezza

Gulf Harbour

Gunterberg Foundation, The Culliton Family,  
Brotherhood of Heroes Resource Center  
& Museum

Lee Board of County Commissioners

Lee County School District

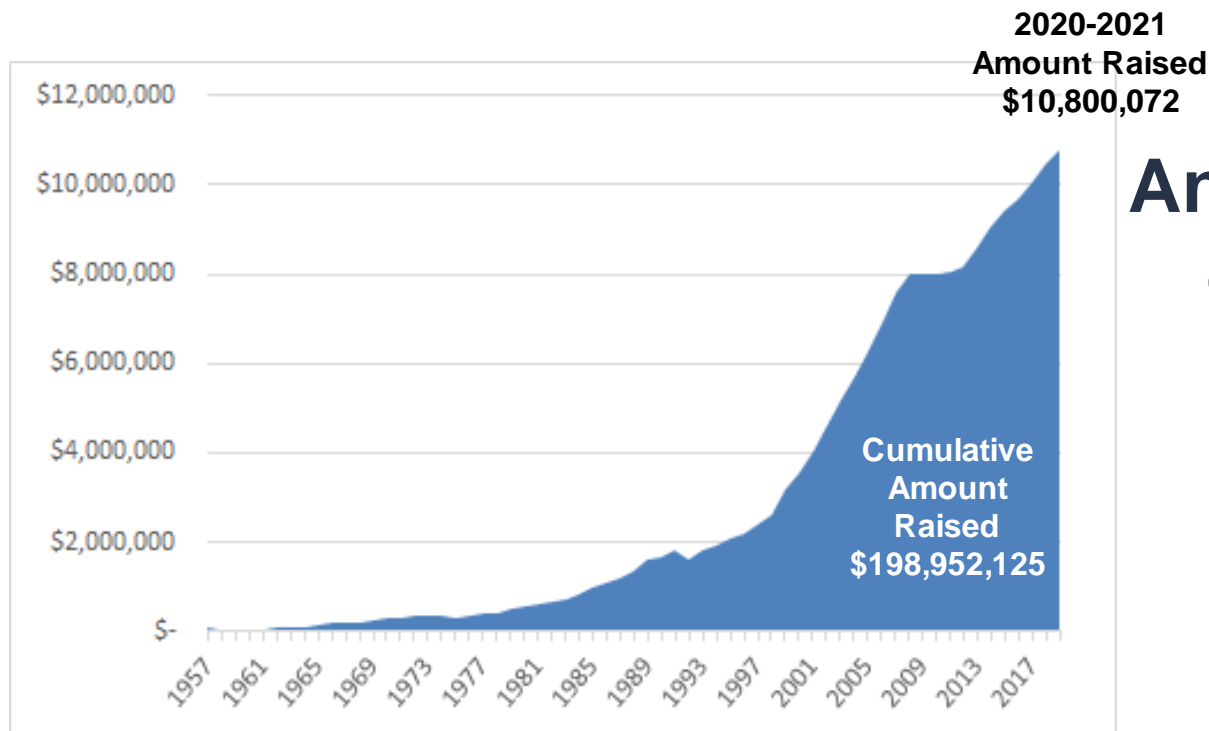
Lee Health

Mediterra

Pelican Preserve

Shell Point

# History of Campaign Attainment



**An average increase  
of 7.2% over the  
past  
28 years.**

# Charity Navigator Rating

8th year in a row as a  
4-Star Charity.

Accountability & Transparency: 100.00

Financial: 97.50

Overall Score & Rating: 98.23



# Media

## Website

**2020 Page Views: 128,061**

**37.5% Increase in Page Views**

**52+ Media Releases Sent Out**

**Multiple Billboards**

**Numerous PSAs on Waterman Broadcasting, Comcast and WAVV FM**

## Facebook

**2020 Likes: 4,174**

**19% Increase in Page Likes**

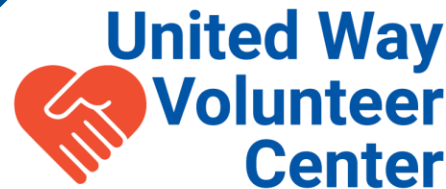
**2019 Followers: 4,207**

**21% Increase in Followers**

**2020 Reach: 599,320**

**73% Increase in Reach**

# United Way Volunteer Center



**42 United Way Day of Caring Events (2,137 vol / 5,399 hrs)**

**3 Virtual Volunteer Fairs, 1 Family Service-Learning Fair**

**7 Volunteer Management Workshops and Forums**

**VITA & Volunteer Opportunities Page are 2nd and 3rd to our homepage views.**

**Facebook Volunteer Group – 735 Members (28% increase)**

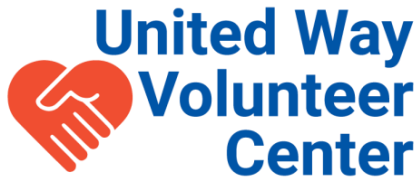
**Total Organizational Volunteer Impact: Over 40,000 hours.**

**Over \$1 Million Dollar Value.** \*Volunteer Value (\$27.20 2020 per hour)

# Family Mentor Program

Continue to partner with  
Children's Network to recruit  
mentors and re-unite families.

(since 2015 inception)





# ReadingPals

26 Trained Volunteer ReadingPals

52 Children

400+ Books sent home with children

543+ Volunteer Hours (\$14,770 value)

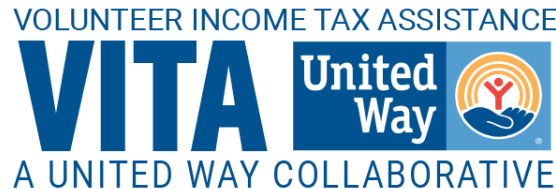
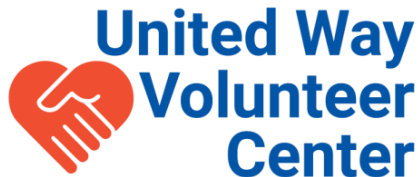


# VITA



By The Numbers (as of May 20, 2021)

- 147 IRS-Certified Tax Preparers (22% decrease)
- Over \$9.78 million in returns (23% increase)
- 6,659 Total Returns Filed MFT & VITA (24% increase)
- 12,800+ Volunteer Hours (\$348,160 Value)
- \$2 million saved in tax prep fees \$12 million Impact overall



# United Way 211

Provided quality information and referral to over **80,545** calls meeting AIRS standards including 10 day follow up, **32%** increase.

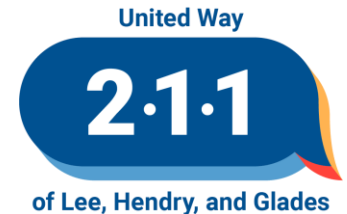
- **16,458** website hits
- **20,667** database searches to the United Way 211 website
- Managed **10** Direct Assistance Programs and distributed over **\$290,000** in assistance to **550** families

## Direct Assistance Partners:

Publix Super Markets	LCEC Power to Share
Maxeiner	Cameo of Lee County
Healing Waters Family	Lee Health
Life Center Labelle	Lee County BOCC
SWFL Community	Lee County Clerk of Courts
Foundation Good	Lee County Port
Samaritan Fund	Authority

## Top 5 Reported Needs

1. Electric Payment Assistance
2. Rent Payment Assistance
3. COVID-19 Testing
4. Tax Preparation
5. Food Pantries



# United Way 211 – Special Projects

Contract with The Children's Forum in partnership with Healthy Start Coalition of SWFL – a system that connects children between the ages of 0-8 with developmental or behavioral concerns with the services they need.

- **6,788** families had minor children
- **4,437** families with children ages 0-8
- **409** families with concerns
- **130** families connected to Healthy Start and the network of providers

Continued utilizing iPads at three (3) sites for screenings in Pediatric Office waiting rooms.



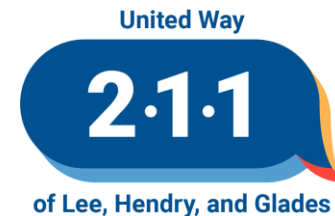
Lee, Hendry, and Glades Counties

United Way

**2.1.1**

of Lee, Hendry, and Glades

# United Way 211

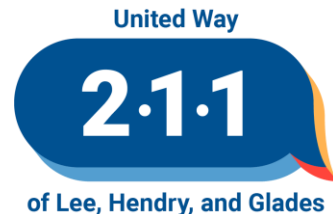


## Affordable Care Act

Contract with the Health Planning Council of SWFL.

Two (2) United Way Certified Healthcare Navigators assisted **34** consumers with information, education, and enrollment in the Affordable Care Act in 2020.

# United Way 211

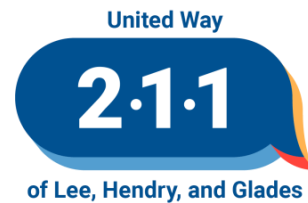


## Lee Community Healthcare

Three (3) United Way 211 Community Resource Specialists provided 211 services to assist with the social service needs of clinic patients of the Lee Community Healthcare Clinics located in Dunbar, North Fort Myers, Cape Coral; and in the Lee Health Residency Program at Lee Memorial Hospital.

- Over **800** clients were assessed for additional health and social service needs.
- Ongoing partnership with Lee Community Health to support their clinic staff with resource information and care coordination.

# United Way 211



## Partnerships

**VITA (Volunteer Income Tax Assistance)** – over **5,300** calls screened to provide information and schedule appointments during the annual tax season.

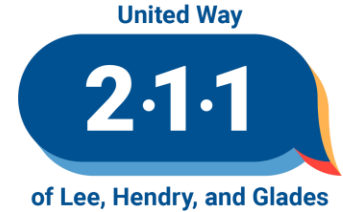
**Abuse Counseling and Treatment Center** – partnership to provide after-hours coverage to ensure continuous availability of United Way 211 services.

**Florida Department of Health Diabetes Project** – partnership to provide education and information regarding diabetes and heart health.

**Summer Break Spot** – contract with the Florida Department of Agriculture and Consumer Services to link children 18 and younger to summer food service programs, sponsors, and sites throughout our community.

**MyFLVet** – partnership with Crisis Center of Tampa Bay to provide community resources and care coordination to veterans through the MyFLVet project, Florida Veterans Support Line.

# United Way 211



**Emergency Information Hotline** – contracts with Emergency Management in Lee, Hendry and Glades Counties to operate their emergency hotline during times of disaster. Lee County Emergency Management activated the 211 Emergency Information Hotline on March 16<sup>th</sup>, 2020 and continues to remain active.

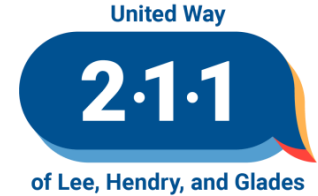
**Healthy Minds** – partnership and collaboration with Healthy Lee Behavioral Health Coalition and a diverse network of behavioral health and social service organizations offering support in response to the emotional impacts of COVID-19 in Southwest Florida. This initiative provides resources, outreach events, mental health screenings, and useful tools to help gain resilience and overcome adversity.

**FEMA Crisis Counseling Program (CCP)** – partnership with DCF to provide community resources and connections to individuals experiencing stress and anxiety due to the COVID-19 crisis.

**Operation Santa's Helpers** – partnership with **27** community sponsors that assisted **50** families in need during the holiday season. **143** children were served in 2020.



# United Way 211



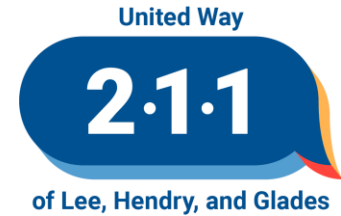
A Community Collaboration that uses the existing United Way 211 comprehensive Information and Referral program to serve as a central contact for Veterans to access needed community support.

- Served **1,803** veterans, active duty military, and their families in 2020.
- Enrolled **249** veterans in Care Coordination services to provide peer support for veterans with mental health and substance abuse histories.

## Top 5 Veteran Needs

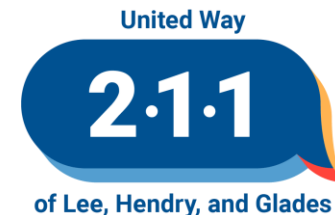
1. Electric Payment Assistance
2. Rent Payment Assistance
3. Tax Preparation
4. Food Pantries
5. Water Payment Assistance

# United Way 211



- Held 5 bi-monthly stakeholders meeting which consist of over **35** members from key agencies and community partners.
- Partnered with Bonita Bay Veterans Council to assist Mission United clients with Direct Assistance totaling over **\$72,000**. In total, Mission United assisted **95** veterans with Direct Assistance totaling over **\$89,000**.
- Conducted over **20** outreach and in-service events.

# United Way 211



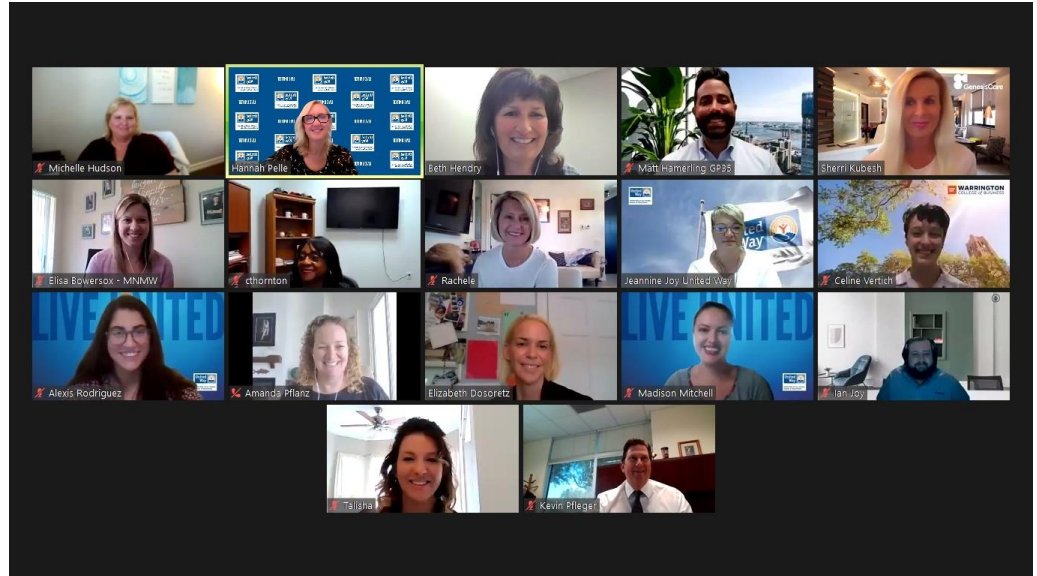
## Valued Sponsors of Mission United

- Bonita Bay Veteran's Council
- Military Officers Association of America
- Far-Mar Fund, a fund of the SWFL Community Foundation
- San-Cap Rotary Trust Foundation

# United Way Fund Distribution

## Lee County 2021

- 31 Teams
- 76 Site Visits
- 348 Volunteers
- 75 New Volunteers
- 2 New Agencies
- 103,000 Minutes Spent on Zoom



# FEMA Emergency Food & Shelter Program

## Phase 37, 38 & CARES

Managed FEMA process  
for **17** agencies and the distribution  
of **\$936,799** in **Emergency Food &  
Shelter** over **3 Counties**.



# United Way WeCare



## 2020 Highlights

- **401** Volunteer Providers
- **1,115** patient visits
- Total value of donated care - \$6,388,344.00
- Under the Department of Health's Volunteer Healthcare Provider Program Lee Health signed a **corporate contract with WeCare** to help better expand community health resources for those in need.

# Beesley's Paw Prints

## Pet Therapy Collaboration with United Way, Children's Advocacy Center and Gulf Coast Humane Society

- **68** Volunteer Therapy Dog Teams
- **744** Volunteer Hours **\$20,236** value
- **40** Locations including agencies & schools
- **5,842** Units of service provided

Beesley's  
**Paw Prints**  
A UNITED WAY COLLABORATIVE



# United Way ReUnite



- Partnership with Lee County Sheriff's Office.
- **206** families currently enrolled.
- **42** community outreach and enrollment events.
- ReUnite has expanded its collaboration with Hendry and Glades County Sheriff's Offices.





# Community Partnership School

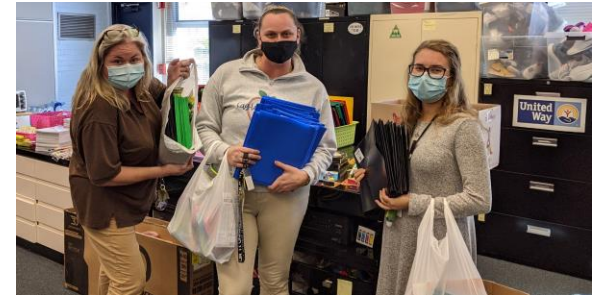


UCF

Center for  
Community Schools

UNIVERSITY OF CENTRAL FLORIDA

- **34** partner agencies & services being offered to students, families, and the community including VITA, a clothing closet, employment services, wellness education and more.
- **\$142,499** received for the 2020-2021 school year.
- 2020 match contribution **\$175,088.30**
- Franklin Park Elementary, A Community Partnership School, is slated for a rebuild starting winter 2022. The new school **will include 9,000 square feet for wrap around services** and will open fall 2024.
- The program is also **planned for expansion to include Fort Myers Middle School.**



# United Way Houses

- **17** existing United Way Houses
- **60+** agencies have access to utilize the network of United Way Houses
- **363,497** client services in **2020**



# United Way Gifts In Kind



- In 2020 the Total Fair Market Value of Donations was **\$5,286,811!**
- 79+ Companies and Organizations Donated.
- **\$5,059,937** worth of supplies and furniture distributed to **108** community partners.
- The largest single donation of 2020 was Club Monaco clothing valuing **\$1,728,000.**
- **Tools for Schools** Gift Card Distribution Value **\$32,740.**



# United Way School Resource Center



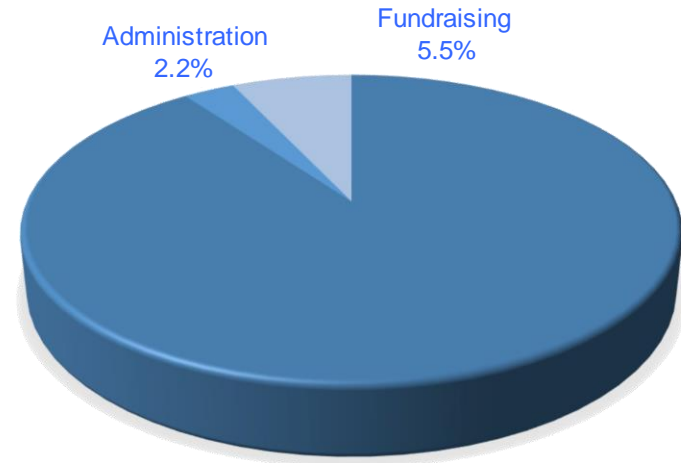
- Launched for the 2020-2021 school year, in partnership with the School District of Lee County.
- Value of goods distributed as of May **\$696,650.**
- **Elementary: 14,264 items; Middle: 7,527 items; High: 6,075 items.**
- Typical order: Backpack, school supplies, hygiene items, jacket, uniform items, shirts, bottoms, socks & shoes, underwear, and weekend wear.
- Supported, in part, by **The Price Foundation, Foundation for Lee County Schools, FineMark National Bank & Trust, Gunterberg Foundation, B. Pat O'Rourke, Sheriff's Youth Activity League, and Lee County Sheriff's Office.**



# Finance

Receivables for the 2019-2020 Campaign are projected to come in at 87%.

In 2019, 92.3% of total expenditures were expended on Programs.



Based on 2019 Audited Financials

# Technology

100% of staff are on laptops allowing for greater mobility and a remote working environment.

Utilized Zoom for 916 meetings with 507,301 meeting minutes.

Implemented virtual monthly all staff meetings and bi-weekly department head meetings.

